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FreshLink Ambassador Approach:

Connecting Residents to Resources to Improve Community Health

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Acknowledgements

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2017 FreshLink Cohort

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FreshLink Ambassador 2018

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Market Manager- *League Park & Gateway 105 Farmers' Markets*

freshlink Evolution

2010-2014

- CDC Funded
- PRC Core Research
- Study Phase

2014-2019

- CDC Funded
- PRC Core Research
- Plan
- Implement
- Disseminate

←FLA model developed within the Prevention Research Center for Healthy Neighborhoods→

2019→

- Technical Assistance

←Swetland Center→

Steps to Developing and Disseminating the FLA Model

What are farmers' market awareness and use patterns among people receiving SNAP?
How do we track farmers' markets use to support evaluation?

- Survey Research: Year 1 (2015)
- Development of FM tracks ***(https://access.fmtracks.org/)***

How do farmers' markets fit into food habits?

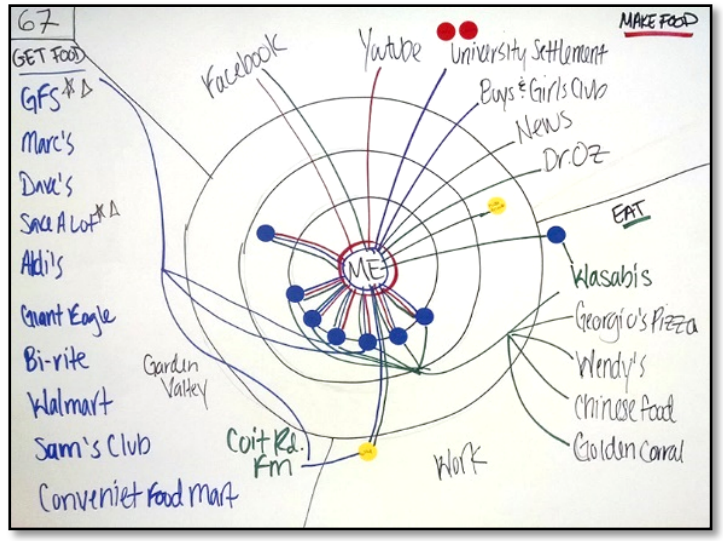
In-depth Interviews: Year 2 (2015-16)

What are the logistics of the FLA Intervention?

- Pilot Study: Year 2 (2016)
- Intervention Amendments: Years 3 & 4 (2017/2018)

How can we share what we've learned?

- Toolkit (2018)
- Test Scaling the model (2019)
- Provide TA (2019-Present)



Vision

FreshLink bridges residents to resources to foster healthy communities

Mission

To increase farmers' market use among people receiving SNAP benefits through peer-to-peer outreach to promote **awareness** of and **social connectedness** to markets

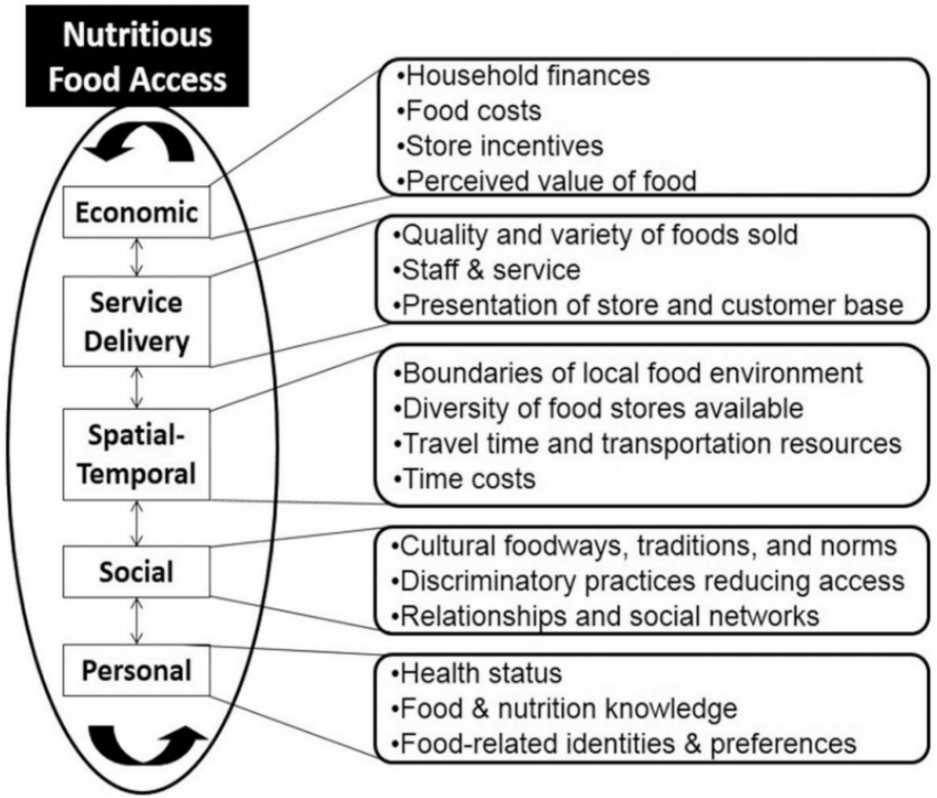
Values

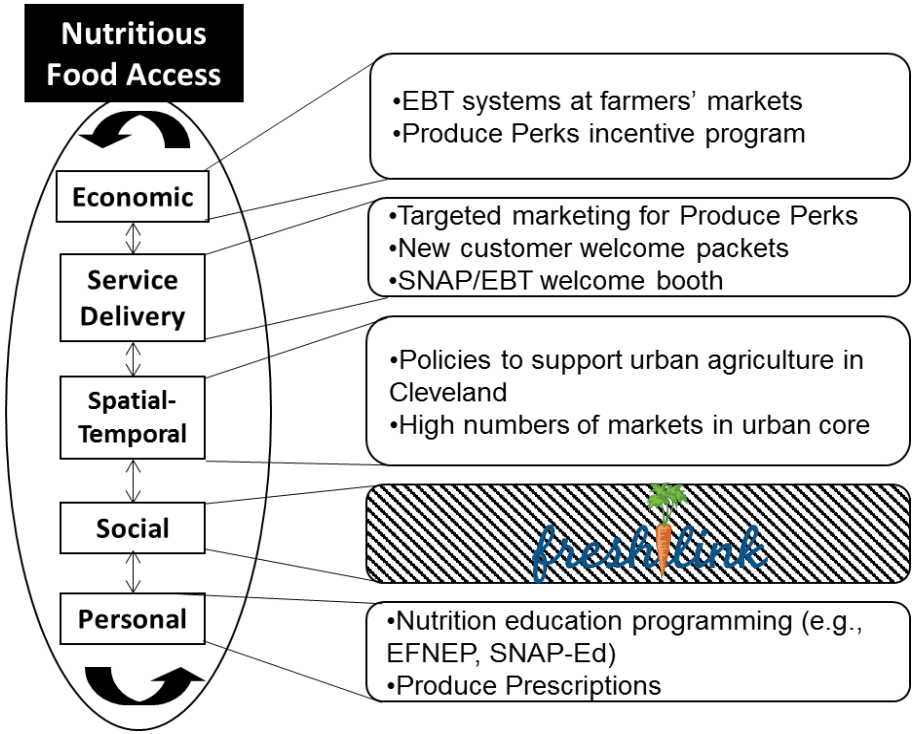
Welcoming
Respectful
Racial Equity
Educating
Engaging
Connecting
Inspiring

Nutritious Food Access Framework

The Nutritious Food Access Framework suggests 5 main influencers of access to healthy foods

Applied to Greater Cleveland farmers' market programming





Freedman et al., 2013, *Journal of Community Practice*

Core elements of model

Diffusion of Information within Networks

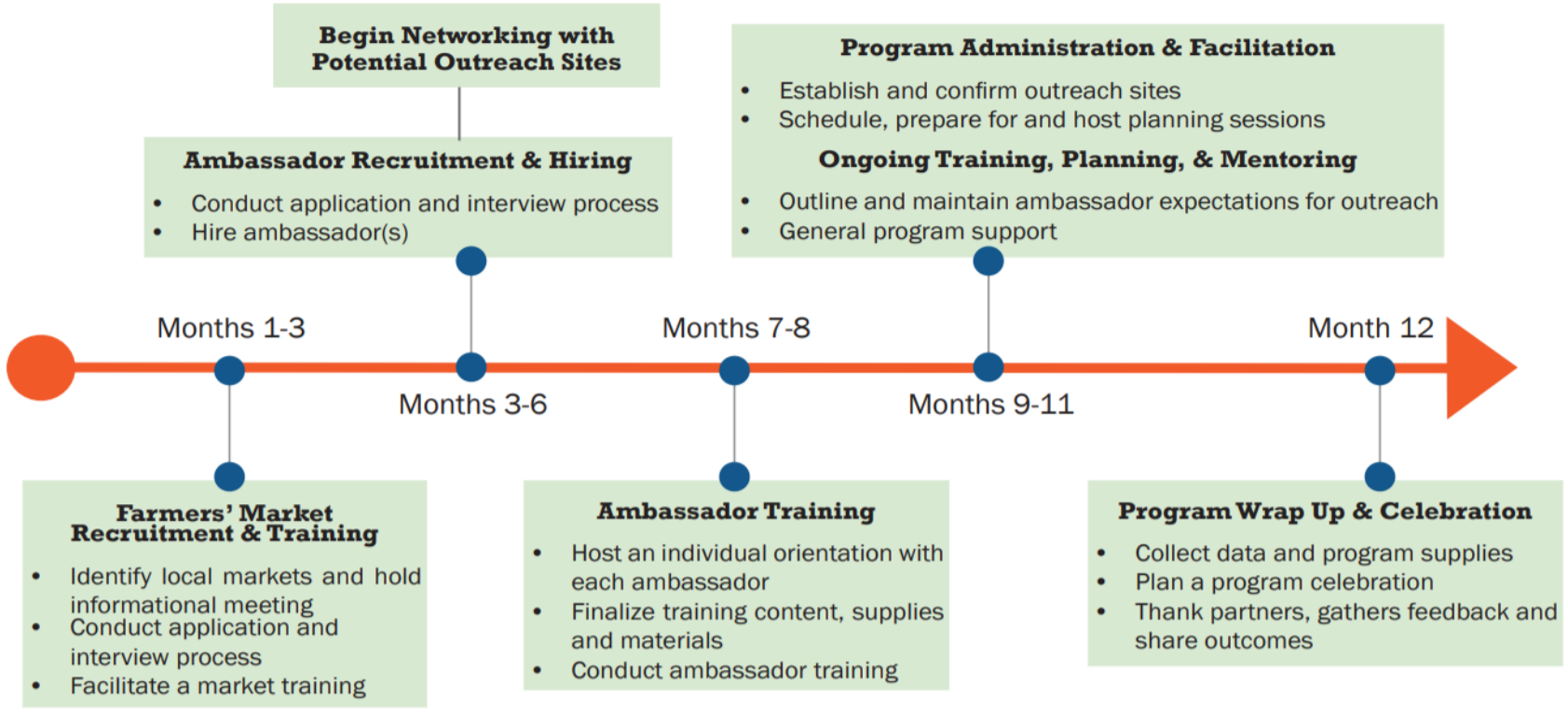
Community Connection & Presence

freshlink Ambassadors

Build on Connections across Spheres of Influence

Promote Compatibility & Trialability

Program Timeline



Market Recruitment & Training

Months 1-3

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FreshLink bridges residents to resources to foster healthy communities

Now seeking market sites to participate in the 2018 FreshLink Ambassadors Program!

What is the FreshLink Ambassador Program?

- FreshLink is the core research project of the Prevention Research Center for Healthy Neighborhoods (PRCHN) funded by the Center for Disease Control.
- FreshLink's mission is to increase farmers' market use among people receiving SNAP benefits through peer-to-peer outreach to promote **awareness** of and **social connectedness** to markets.
- We achieve our mission through working with community ambassadors with strong ties to the targeted neighborhoods in Greater Cleveland.
- FreshLink Ambassadors conduct outreach in target communities to raise awareness about the benefits of farmers' markets and the Produce Perks program available to SNAP users.

What are the Benefits to Participating Farmers' Market?

FreshLink Ambassadors...

- Increase awareness of the availability of farmers' markets in the community.
- Help to attract and increase SNAP sales at your market.
- Provide a welcoming presence to visitors at the market.
- Build connections and community at the market.

For more information, call or e-mail
Rachael Sommer, FreshLink Program Manager.
216.368.5774

Apply by December 20, 2017

Interviews will be conducted the week of ***January 15th, 2018.***

Which Farmers' Markets are Eligible to Take Part in 2018?

- Markets with 2 years of sales data in FM Tracks.
- Markets located in or adjacent to areas with 30% SNAP recipients according to census data.

Follow us on Facebook and Instagram! www.facebook.com/freshlinkCLE @FreshLinkCLE

This research is funded by the Health Promotion and Disease Prevention Research Center supported by Cooperative Agreement Number 1U48DP005030 from the Centers for Disease Control and Prevention awarded to the Prevention Research Center for Healthy Neighborhoods at Case Western Reserve University.

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Ambassador Recruitment & Training

Months 3-6

freshlink Ambassadors

FreshLink bridges residents to resources to foster healthy communities

Join the FreshLink Team to raise awareness about the benefits of farmers' markets in your community!!

As a FreshLink Ambassador you will...

- Promote healthy food access by raising awareness and social connectedness to famers' markets within select communities in Greater Cleveland
- Be a part of a team working toward a common goal
- Grow your skills as a leader & communicator through trainings and during summer outreach
- Invite first-time customers to visit and use benefits at farmers' markets
- Provide a welcoming presence at farmers' markets
- Collect data as part of FreshLink evaluation

Qualifications

- 18+ years old
- Attend all Ambassador trainings and assigned shifts
- Live, work and/or have strong connections with market neighborhoods *(Listed in application)*
- Passionate about your community
- Willing to conduct outreach at community sites and markets across Greater Cleveland
- Available to work up to 10 hours a week between May 1- September 2, 2018
- Enjoy working with diverse groups of individuals
- Seeking individuals who are *team players, creative, detail-oriented timely* and embody the FreshLink core values: *Welcoming, Respectful, Racial Equity, Educating, Engaging, Connecting, Inspiration*

Compensation

Work Hours: Up to 10 hours a week May 1-September 2, 2018
Payment: $13 an hour
Based on completion of trainings, outreach activities, & reporting documentation.
Stipend: Ambassadors will receive $10 weekly stipend to spend on fruits and vegetables at FreshLink market sites from *June-August 2018*

Apply by March 12, 2018

For more information and to apply, call or e-mail Rachael Sommer, FreshLink Program Manager.
216.368.5774
freshlink@case.edu
Visit our website at:
http://www.prchn.org/JobOpps.aspx

Follow us on Facebook and Instagram! www.facebook.com/freshlinkCLE @FreshLinkCLE

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Training overview

- **FreshLink Ambassador Program Orientation**
- **Session 1:** Farmers' Markets, SNAP incentives, & Nutritious food access.
- **Session 2:** FreshLink Ambassador Role and Creating Conversations about the Benefits of Farmers' Markets
- **Session 3:** Managing Differences in Work Styles and Approaches to Conflict Management
- **Session 4:** Creating Messages
- **Session 5:** Inviting People to Markets
- **Session 6:** Team Building and Getting to Know Market Managers
- **Skill Building**: Food Demo 101
- **Session 7:** Outreach Events
- **Session 8:** Action Planning for Event Outreach
- **FreshLink Boot Camp:** Planning the First Two Weeks of Outreach
- **Site Visits:** Food Pantry or Distribution Site

Program Administration

Months 9-12

Customer Information

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This information helps us understand who is taking part in the FreshLink Program.

Customer Name: ______________________ Customer Zip Code ________

Have you ever shopped at a farmers' market? ○ Yes ○ No

What age group are you in? ○ Less than 18 ○ 18-49 ○ 50+

What is your gender? ○ Male ○ Female ○ Other

What is your race/ethnicity? Pick all that apply. ○ White ○ Black ○ Hispanic/Latino ○ Asian ○ Native American ○ Other

Are there any children under 18 years living in your household? ○ Yes ○ No

Do you receive SNAP benefits? ○ Yes ○ No

How do you feel the prices of fruits and vegetables at farmers' markets compare to the prices at other food stores?
○ Farmers' Markets have lower prices ○ Prices are about the same ○ Farmers' Markets have higher prices

What mode of transportation do you plan to use to get to the farmers' market? Mark all that apply.
○ Car ○ Get a ride ○ Bus/Rapid ○ Bike ○ Walk

For FreshLink Ambassadors Only:
PRC ID: ___ ___ ___ ___ ___ ___ Event Type: ○ 1 on 1 ○ Community Event ○ ODJFS Site
Event Location: ______________________ Event Date: ____ / ____ / 2018
FreshLink Ambassador's Relationship to Recipient ○ New Contact ○ Acquaintance ○ Friend ○ Family
Ambassador Signature ______________________

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Try it. No cost.

Farmers' Market New Customer Coupon

$5.00

Redeemable for $5.00 of fruits and vegetables at one of these six farmers' markets:

Coit Road Farmers' Market 15000 Woodworth Avenue East Cleveland, Ohio 44110 [illegible] Wednesday 10:00-1:00pm Saturday 8:00-1:00pm	**Good Earth Farm Stand** 9600 Madison Avenue Cleveland, Ohio [illegible] Monday & Thursday 3:00-7:00pm Saturday 12:00-3:00pm	**The Village Market** 5106 Fleet Avenue Cleveland, Ohio 44105 [illegible] Monday 4:00-7:00pm	**Gateway105 Farmers' Market** 1522 East 105th St. Cleveland, OH 44106 Friday 3:00-7:00pm	**North Union Farmers' Market at Shaker Square** 13111 Shaker Square #301 Cleveland, Ohio 44120 (216) 751.7656 Saturday 8:00-12:00pm	**North Union Farmers' Market at University Hospitals** 2074 Adelbert Road Cleveland, Ohio 44106 (216) 751.7656 Thursday 10:30-1:30pm

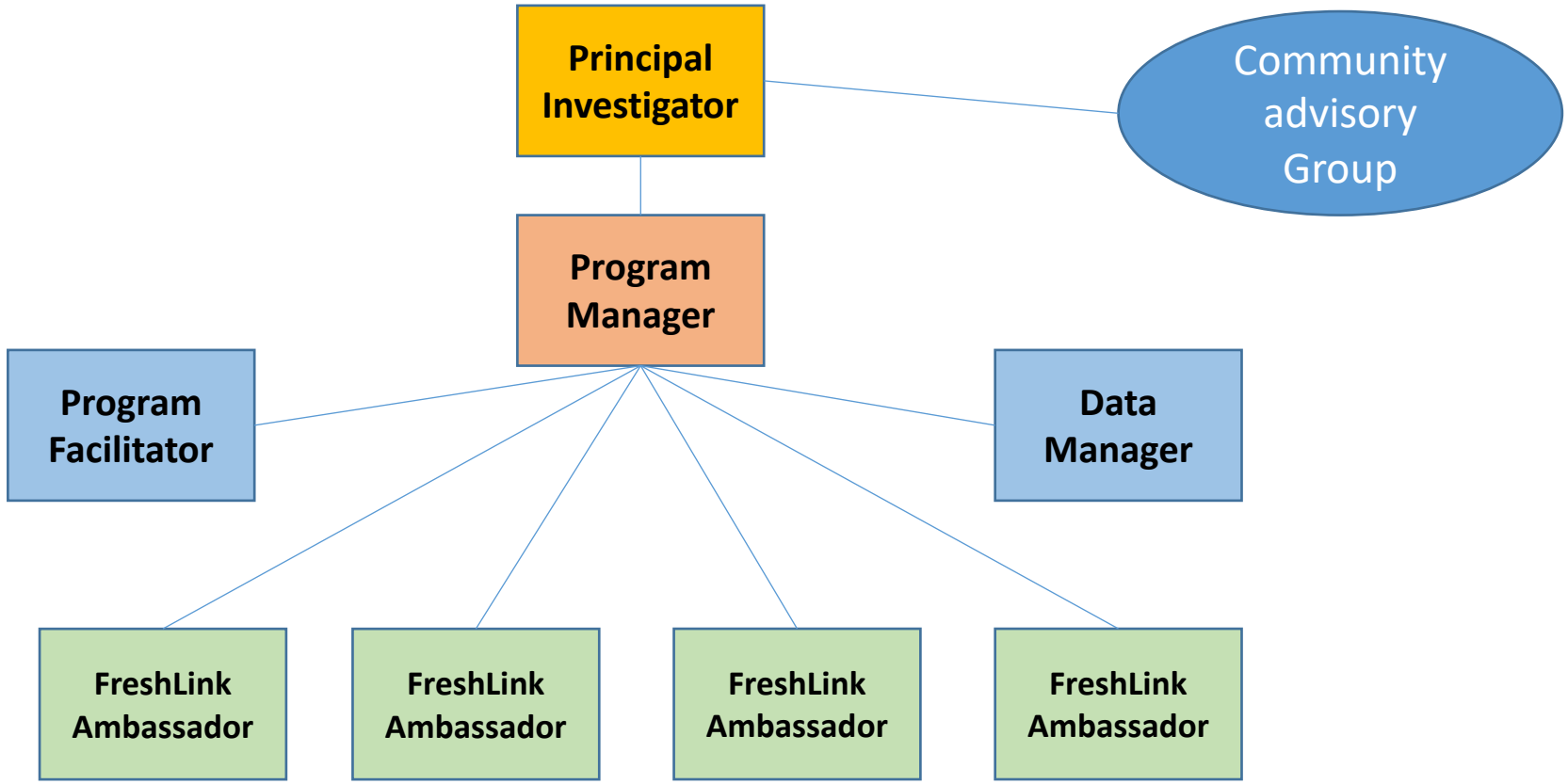
Customer: Take coupon to Market Manager Booth to validate

One coupon per household. There is no cash value to this coupon. Upon receipt, coupon is used to redeem $5 in produce. All funds must be used at one vendor. No cash or credit returned to customers.

PRC ID: ___ ___ ___ ___ ___ ___ Expires: 9/30/2018

Find us online at: @FreshLinkCLE & facebook.com/FreshLinkCLE

Administrative Team & Roles



Pragmatic Use of RE-AIM- What is Feasible?

Dimension	Key Pragmatic Priorities to Consider and Answer
Reach	**WHO** is (was) intended to benefit and who actually participates or is exposed to the intervention?
Effectiveness	**WHAT** is (was) the most important benefit you are trying to achieve and what is (was) the likelihood of negative outcomes?
Adoption	**WHERE** is (was) the program or policy applied and **WHO** applied it?
Implementation	**HOW** consistently is (was) the program or policy delivered, **HOW** will (was) it be *adapted*, **HOW** much will (did) it *cost*, and **WHY** will (did) the results come about?
Maintenance	**WHEN** will (was) the initiative become operational; how long will (was) it be sustained (setting level); and how long are the results sustained (individual level)?

Glasgow R and Estabrooks P, *Preventing Chronic Disease* (2018) 15, E02. http://www.re-aim.org/

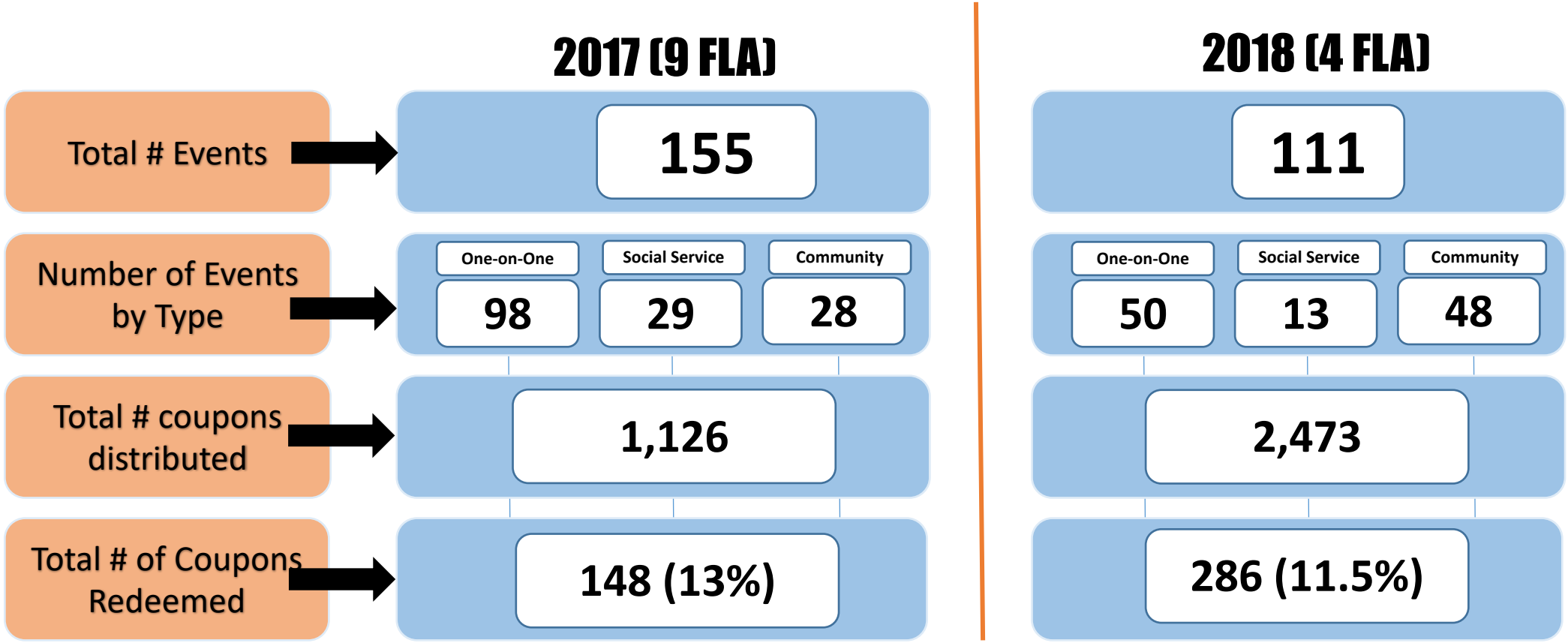
FreshLink Ambassador program Evaluation

1. Total SNAP dollars spent
2. Total number of SNAP transactions
3. Number of coupons distributed by each FLA
4. Number of coupons redeemed

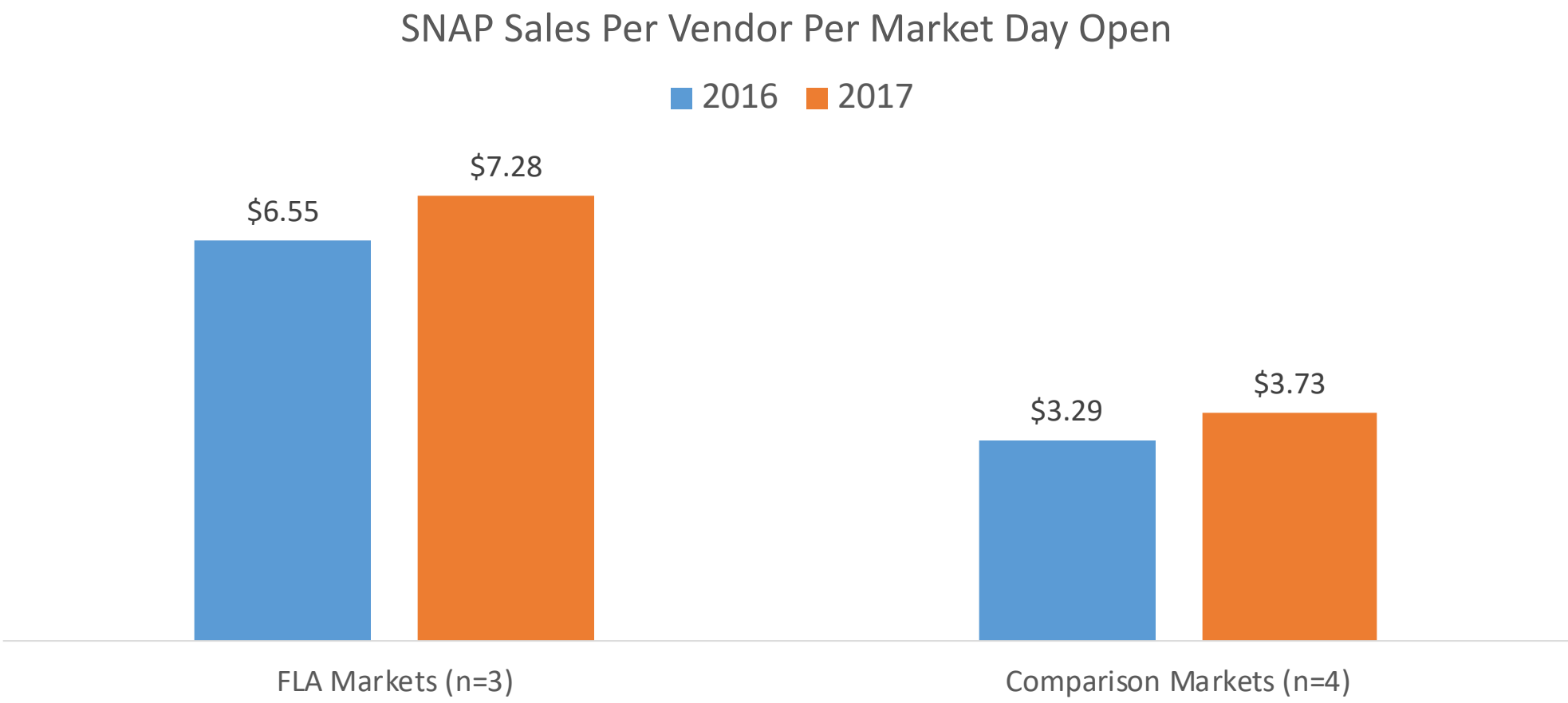
Who did FreshLink Ambassadors reach out to?

About half (45%) of people that received coupons had never been to a Farmers' Market, (53%) had children under 18 years old in their household, were SNAP recipients (60%), and 55% were African American.

Number of coupons distributed and redeemed



Change in SNAP Sales ($) from 2016 to 2017



FreshLink Markets had 1.7x more growth in SNAP sales per vendor per market day open.

Additional Results

Markets

- 100% Participation rate
- Willing to share costs in Yr. 2

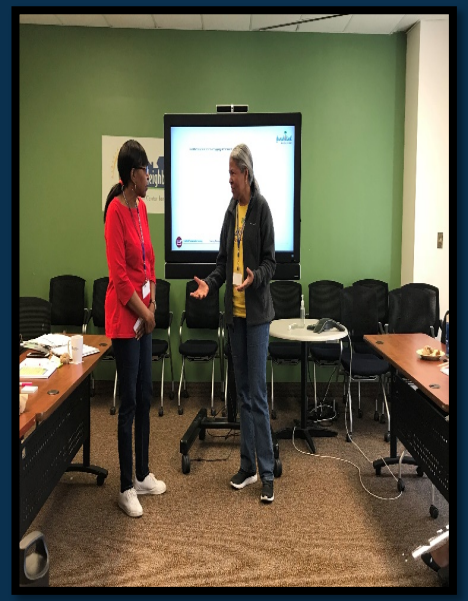
Ambassadors

- 91% Participation
- Flexible schedules = effective outreach

Coupons

- More Markets = Increased # of coupons redeemed
- Eliminating cap on coupons = Increase of both dissemination and redemption of coupons

FreshLink Ambassador Testimonial



Market Manager Testimonial

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MARY ANN SWETLAND CENTER FOR ENVIRONMENTAL HEALTH

Let’s get started!

Considering implementing the FreshLink model in your community? Here’s what you can do to take next steps!

- Download our technical assistance guides
- Read our publications
- Download our toolkit
- Apply to receive technical assistance!-*COMING SOON!*

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Visit: https://case.edu/swetland/research/freshlink-ambassador-technical-assistance